

Press release

Hi-Media and Weborama join forces in the UK

Paris, December 20, 2011 – Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetizing Internet audiences and Weborama, the European leader in technologies and data for online advertising, announce a joint venture to operate in common the media business of both Group for the UK.

Operating under the Hi Media UK brand, the entity will be held on equal basis and will combine both Groups' on line advertising sales assets. Besides, Weborama will operate independently its technology and data business under the Weborama UK brand, and Hi Media will develop independently its digital payment business under the brands Hi-Pay and Allopass.

Mathieu Roche will take the role of Managing Director of Hi-Media UK, in addition to his position as Managing Director of Weborama UK

The strategy pursued by the two Groups is to integrate Weborama's audience targeting network activity with Hi-Media's Ad Exchange platform and exclusive network of premium media owners including Visit London, The Football League, DatingDirect, Newsnow, Freeads, Thomas Cook and See Tickets. In the coming months, Hi-Media UK's management team will increase the number of premium publishers to develop the reach of the Hi Media Ad Exchange. It will also leverage the Weborama rich media platform to increase branding opportunities for advertisers and agencies across Hi-Media UK's premium environment. Finally, Weborama's data -including demographics, interest and intent profiles- will be used to enhance targeting and performance advertising capabilities across the Hi-Media network.

This combination will give Hi Media UK key assets to gain shares of the on line advertising market.

Alain Levy, CEO of Weborama Group, adds: "Weborama experiences strong growth internationally and the UK is an important market for us. We are convinced that this partnership with Hi-Media will improve our position in a very competitive marketplace and will allow us to demonstrate the quality of our Data and Technology solutions to the online advertising community."

Cyril Zimmermann, CEO of Hi Media Group adds: "we believe we are bringing together solid experiences and assets to give our joint venture everything it needs to succeed on the UK's on-line advertising market. After the recent announcement of our cooperation with AppNexus to operate our European Ad Exchange, our partnership with Weborama is the second step to fuel our ambitions to create an efficient and attractive ad market place in the UK. We are excited by this deal and by Mathieu Roche's appointment as the Managing Director of our joint venture."

This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-media shares. If you wish to obtain further information about Hi-media, please refer to our website www.hi-media.com under the Corporate Information heading.

This press release may contain some forward-looking statements. Although Hi-media considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those

indicated or projected in these statements. Hi-media operates in a continually changing environment and new risks emerge continually. Hi-media does not undertake and expressly disclaims any obligation to update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.

About Hi-Media Group

Hi-Media, the online media group, is one of the top Internet publishers in the world. Its business model relies thus on two different revenue streams: online advertising via its dedicated ad network Hi-Media Advertising and online content monetization via Hi-Media Payments. The group, which operates in 9 European countries, the USA and Brazil, employs more than 500 people and in 2010 posted over 220 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988. Hi-Media qualifies for FCPI as it received the OSEO label of "innovating company".

Website: www.hi-media.com Visit our blog: <http://blog.hi-media.com/>

Financial communication:

Full year 2011 sales figures: Wednesday, January 25, 2012 after market closure.

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About Weborama

Weborama is the European leader in technologies and data for online advertising. Launched in 1998 in Paris, the company employs 135 people across six countries (France, Spain, Portugal, Italy, Netherlands and UK), providing over 300 key advertisers and agencies with innovative solutions to manage, target and optimise their online marketing investments.

Weborama has been listed on NYSE Euronext's Alternext market in Paris (ALWEB) since 2006 and had revenues of 15.2M€ in 2010.

www.weborama.com

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